



NOVEMBER 10-11, 2019 ■ JACOB K. JAVITS CONVENTION CENTER OF NEW YORK

Exhibitor Prospectus

ABOUT HX

Enhanced by a new partnership with AAHOA, the HX conference and expo offers unparalleled opportunities to experience today's must-have hospitality innovations. The exhibit floor gives hotel and F&B owners/operators, leading brands and independent hoteliers, management and purchasing companies, and other industry executives direct access to a comprehensive range of operating supplies and equipment, from extraordinary guest amenities and GRM technology to back-of-house products and systems that improve overall profitability.

Where **Hospitality & Dining** meet to reimagine an industry.

5,100+

hotel and foodservice owners, executives, directors and general managers will attend HX.

225+

exhibitors showcase the latest products and services in hospitality.

1,200+

crossover attendees from co-located Boutique Design New York (BDNY).

About the Hotel Industry

➤ Nearly **1,000,000** hotel rooms are located in the Northeast Corridor, the primary region where HX attendees are located. The rooms are represented from **10,390 properties** and account for **221.7 million room nights** annually

➤ **\$53.8 billion+** foodservice dollars are spent in the Tri-State Area of New York, New Jersey and Connecticut. This area is also home to 68,000 independent restaurants

HX Exhibit Categories



EXHIBIT SHOW FLOOR

40,000 net sq. ft.

DATES & HOURS

Sunday, Nov. 10 • 10:00 AM – 5:00 PM
Monday, Nov. 11 • 10:00 AM – 5:00 PM

	PREMIUM BOOTH PACKAGE	BRING YOUR OWN BOOTH PACKAGE
	\$70.50 Per SQ FT	\$48.00 Per SQ FT
10 x 10 In-Line:	\$7,050	\$4,800
10 x 20 In-Line:	\$14,100	\$9,600
20 x 20 Island:	\$29,400	\$20,400
Includes:	Wall & Lighting System, Carpet & Drayage, Lighting, Carpet & Drayage. *Non-weight bearing wall.	Booth Space & Drayage.
	*\$300.00 per corner premium charge, Min. 200 sq ft *\$99.00 Digital Marketing Fee	

BACK IN 2019

HX: The Conference

- Two day **stand-alone** conference
 - Opening General session
 - 15 Breakouts
- Session Core Pillars:
 - **Future Trends**
 - **Technology**
 - **Operational Excellence**

HX: The Show

- **Food Service Pioneering Concept** — the creation of unique foodservice venues that can operate in lobby spaces. The FPC specifically focuses on a concept designed to bring foodservice to the lobbies and other public spaces in hotels and resorts.
- **HX: The Stage** — engagement opportunities on the trade show floor to communicate industry information, trends, and to showcase the latest hospitality products and services.

HX: GenFWD

- Educational sessions with **programming** geared to **hospitality students**

HX brings you the power of partnership

We have partnered with top hospitality associations and media brands to promote HX. Partners for HX 2019 include:



Through print & digital advertising, targeted emails to their circulation databases and coverage of HX, these partners will help spread the news and bring more hospitality professionals to HX this November.

And that translates to more business opportunities for you.



WHO ATTENDS HX?

Sample Attendee List

ACE HOTEL NEW YORK
General Manager

AMERICAN HOTEL REGISTER
National Account Manager

ARAMARK
District Manager

AVENDRA
Strategic Sourcing Manager

BENAJAMIN WEST
President

CAESARS ENTERTAINMENT CORPORATION
President of Hospitality

CINI LITTLE INTERNATIONAL, INC
Project Manager

COMPASS GROUP NORTH AMERICA
Director

DENIHAN HOSPITALITY GROUP
Executive Vice President
Operations & Technology

EDWARD DON & COMPANY
District Sales Manager

FOUR SEASONS HOTEL NEW YORK
Director of Rooms

FOUR SEASONS HOTELS & RESORTS
Senior Director of F&B Americas

HEARTLAND BREWERY GROUP
Director of Events

HEI HOTELS & RESORTS
Vice President Food and Beverage
and Procurement

HERSHA HOSPITALITY MANAGEMENT
Executive Vice President

HERSHEY ENTERTAINMENT & RESORTS COMPANY
President & Chief Executive Officer

HICKS DESIGN GROUP
Manager

HILTON WORLDWIDE
Senior Director of Full-Service Brand
Management & Development

HYATT HOTELS CORPORATION
Senior Vice President, Operations Americas

INTERCONTINENTAL NEW YORK BARCLAY HOTEL
Regional Director and General Manager

KIMPTON HOTEL & RESTAURANT GROUP, LLC
Vice President, Catering + Banquet Brand Operations

LE BERNARDIN
Managing Director

MARCUS HOTELS & RESORTS
SVP of Operations

MARRIOTT MARQUIS WASHINGTON DC
General Manager

MARRIOTT VACATIONS WORLDWIDE CORPORATION
Executive Vice President and Chief Growth
and Inventory Officer

MEMORIAL SLOAN KETTERING CANCER CENTER
Supervisor of Hospitality Services

NEW CASTLE HOTELS, LLC
Vice President Food and
Beverage & Rooms /Managing Director

OMNI HOTELS & RESORTS
Vice President Food and Beverage

OS&E INC.
President

PARKER MERIDIEN HOTEL
General Manager

RESTAURANT DEPOT
Manager

SAM TELL & SON, INC.
Vice President

SHINNECOCK HILLS GOLF CLUB
General Manager

SOURCE1 PURCHASING
Director of Purchasing

THE BROADMOOR
CEO

THE MONTELEONE HOTEL
Vice President and
General Manager

THE PENINSULA NEW YORK
Purchasing Director

VANDERBILT BEACH RESORT
General Manager

WALT DISNEY PARKS & RESORTS
Director, Experience Planning
and Integration

WINGED FOOT GOLF CLUB
General Manager

WYNDHAM HOTEL GROUP
Vice President Operations

TWO ROADS HOSPITALITY
Vice President, Restaurant, Bars & Events

HIGHGATE HOTELS
SVP of Technology

DECISION MAKERS

Brand Marketing Manager
Chief Executive Officer
Chief Financial Officer
Chief Operating Officer
Chief Information Officer
Chief Technology Officer
Creative Director
Director of Engineering
Director of F&B
Director of Finance/Accounting
Director of Foodservice
Director of Housekeeping
Director of HR
Director of Operations
Director of Purchasing
Director of Revenue Management
Director of Sales & Marketing
Director of Security & Safety
Director of Sustainability
Director of Telecommunication
Director of Facilities and
Maintenance
Executive Chef/Sous Chef
Foodservice Consultant
Foodservice Equipment Dealer
General Manager
Guest Services Manager
Interior Designer/Architect
Owner/Operator
Project Manager
Rooms Division Manager

Engaged Attendees = Motivated Buyers

Exhibiting at HX is the best investment in business development you will make in 2019.

- **Highly coveted buyers** and decision makers
- **74% +** are involved in **buying and decision making**
- **1/3** of all attendees are from companies of **250+ employees**
- HX's marketing reach has expanded to include **more leaders** and **owners** from casinos and resorts, independent hotels and the military
- HX attracts **senior executives** who control purchasing for **hotel operations, foodservice, housekeeping, technology** and other key areas

TYPES OF BUSINESSES

Bed & Breakfasts	Hotel, Resorts and Spas
B+I Foodservice	Hotel & Restaurant Management Companies
Casinos	Independent Hotel & Restaurants
Country Clubs	Purchasing Companies
Cruises	Senior Living
Design Firms	Private Clubs
Healthcare Foodservice	

2018 ATTENDEE SEGMENTS

51%

Lodging

18%

Foodservice

31%

Design, Consulting,
Purchasing Firms

MARKETING OPPORTUNITIES

Your success is our success at HX. As an exhibitor, you are the VIP, and HX offers you dozens of marketing strategies, tips and tools for success. There are fabulous targeted sponsorship opportunities, as well as presentations and special features to establish your brand.

What's included with your exhibit booth?

- Opportunity to submit your product and/or service in Editor's Choice Awards (fees may apply)
- Complimentary listings
- Social media drivers
- VIP customer promo codes & invitations

Value Added Investments to Increase Your ROI

- Exclusive conference sponsorships
- HX website banner ads
- Show directory ads
- Sponsorship opportunities (get details, these sell out fast!)
 - Registration (onsite and online)
 - Post-show exhibitor emails
 - Entrance door decals
 - Water cooler stations
 - Lanyards
 - Tote bags
 - Stair decals
 - Speaker ready room
 - conference F&B break



EDITORS' CHOICE AWARDS AND TECHpitch WINNERS AT HX 2018

FOOD & BEVERAGE

Ripples

HOTEL PRODUCT

CIRQ+

FOODSERVICE EQUIPMENT

Vulcan

TECHNOLOGY

ShuttleQ Transportation

GUEST AMENITIES

Amenity Services

"BEST OF SHOW"

CIRQ+

TECHpitch
BEEKEEPER

Custom marketing programs are available

For additional details and pricing please contact:

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HX: EXHIBITOR TESTIMONIES

AVVIO

PREMIUM BOOKING PLATFORM FOR HOTELS

Rich Tuckwell

North American President, AVVIO

"HX is a great platform for Avvio, because just like Avvio, it's always focused on providing the best experience for guests," says Tuckwell. "HX is unlike any show I have ever attended, and it's so refreshing to attend a show where everyone is focused on the guest's journey, from beginning to end."



SERVICE QUALITY MANAGEMENT PLATFORM

Karen O'Neill

President-Americas

"We always try to attend and exhibit at the HX show because the show provides us opportunities to collaborate and network with leading hospitality professionals. In fact, amongst other promising leads, we connected with a company that is interested in collaborating their product and our housekeeping app which could result in closing a deal with over 12,000 rooms!"



ALL-IN-ONE, CLOUD-BASED RESTAURANT MANAGEMENT SYSTEM

Peter Dougherty

Sales Manager, Lightspeed Systems

"It was a really valuable show and we knew immediately that we would be coming back next year. The entire hotel industry seems to be there and that's who we needed to meet. So mission accomplished. Next year, with all the connections we've now made, we'll be looking to close deals left and right. We may even sponsor an area to grow our presence even more."



STRATEGICALLY-POSITIONED EDUCATION SESSIONS AND 2018 FOODSERVICE PIONEERING CONCEPT DESIGN

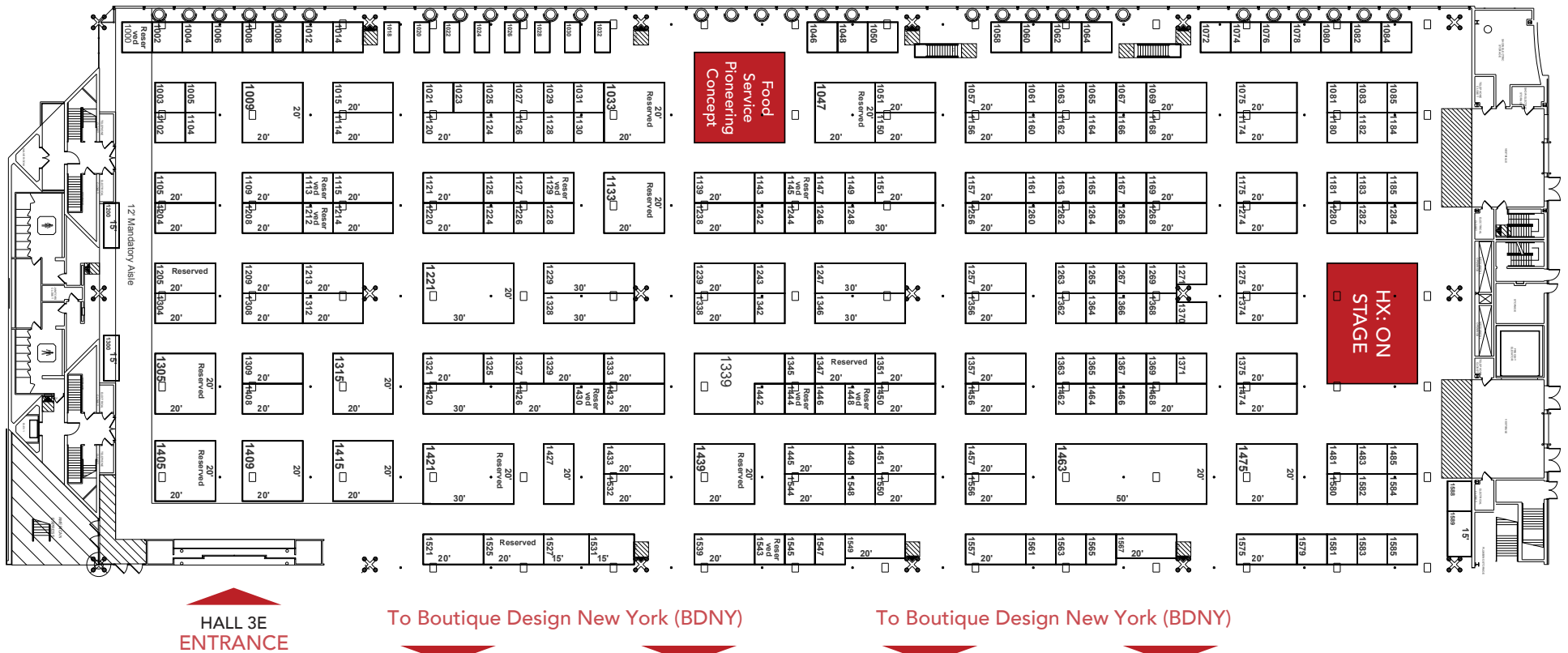
Back this year is our popular educational sessions, located on the Marketplace floor. These sessions are filled with theater presentations, panel discussions, cutting-edge product demos and keep attendees engaged longer in the Marketplace.

Each year, the Foodservice Pioneering Concept Design is a curated special exhibit that incorporates products and services to demonstrate what's new and what's next in shaping the guest experience. Through a collaboration between HX, the Foodservice Consultants Society International (FCSI) and vendor partners, these concepts come to life, built as life-sized working models on the HX show floor.



"The 2018 Foodservice Pioneering Concept winner Paladar Flexi-Servir developed by designers Lauren Kearns and Edward Arons of Colburn Guyette (Rockland, MA)."

2019 FLOOR PLAN





CO-LOCATED WITH BDNY

Engage More Buyers. HX is co-located with Boutique Design New York (BDNY), a trade fair attracting 8,500 interior designers, architects, purchasing agents, hospitality owners and developers. Planned traffic flow is integrated into HX, packing the floor with more buyers and creating greater buzz, conversation and energy in every aisle.

1,200+
Crossover Attendees

BD | NY
A BOUTIQUE DESIGN TRADE FAIR

CONTACT US

Apply to exhibit online:
www.thehotelexperience.com

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